

Re: FCC Docket No. 04-233

BL Broadcasting, Inc operates nine radio stations in Central Minnesota. Our stations lead all area media in a concerted program of community service and education. Community leaders from all areas of society value our radio stations for the contributions we make to the functioning of public affairs in our coverage areas. Our stations are the voice and advocate for government officials, public safety and health experts, dozens of non-profit community service organizations, educators, and community groups.

Ascertainment of Community Issues

Our reputation for community activism makes our stations the first stop for community leaders pursuing important agendas and initiatives. We meet with literally hundreds of community leaders annually. We are ascertaining community needs 52 weeks a year. We are not unique in this regard. Most radio stations in America (and almost every station in rural America) take this responsibility seriously. Community involvement is vital to the success of our business.

Main Studio Location

In 2001 BL Broadcasting built a state-of-the-art 6,000 square foot broadcast facility in Baxter, Minnesota. Under current FCC regulations, we are in complete compliance with main studio location rules. We operate four FM stations and two AM stations from this site.

Five of our six stations operated out of Baxter are licensed to Brainerd, Minnesota. Brainerd is less than one mile from our studios in Baxter which is the adjacent city to Brainerd (similar to Minneapolis/St.Paul).

Our sixth station is licensed to Nisswa, Minnesota. Nisswa is 8 miles from our studios and is considered part of the Brainerd/Baxter market.

Any new requirement for stations to relocate studios to the actual city of license would be unthinkable and completely unnecessary. To build and staff two additional 'main studios' would involve several hundred dollars in building expense and ongoing staffing to achieve absolutely no purpose. In fact, such a requirement would severely reverse our ability to continue our level of community involvement that is outlined later in this comment.

Remote Station Operations

Our stations in Brainerd/Baxter are currently staffed 18 hours daily from 6am to midnight. From midnight to 6am we broadcast a combination of satellite delivered programming and voice tracked material.

We have three independent systems to insure our ability to broadcast emergency information during both attended and unattended hours.

1. During unattended hours we have two staffers assigned to monitor weather advisories. Both employees live within 5 minutes of our studios. We also have a calling tree to contact announcers during weather emergencies.

2. and 3. To insure that we are able to broadcast emergency alert information 24 hours a day we have system in place with the Crow Wing County Sheriff's office, the Minnesota State Highway Patrol, the Brainerd and Baxter Police departments and the Crow Wing County Emergency Services Department which we call '**Black Thunder**' for the code word used to authenticate alerts. This system is an adjunct to the National EAS system which automatically interrupts programming around the clock to broadcast warnings.

'**Black Thunder**' alerts are health and safety advisories that do not meet the threshold of triggering the EAS alert system. These '**Black Thunder**' alerts may be for forest fires, road closures, electrical failures and similar threats to public safety.

Any new requirement for 24 hour staffing would only add expense to our operation without any appreciable improvement in our current local program content or emergency alert capability. If adopted, this regulation combined with the proposed main studio requirements would add at least \$60,000 in annual expenses to our Brainerd/Baxter operation...Expenses that will detract from our overall ability to continue our level of community involvement that is outlined later in this comment.

The text of our '**Black Thunder**' agreement with local public safety authorities follows:

WJJY-FM KBLB-FM KUAL-FM KLIZ-FM

Emergency communications plan between the Emergency Operations Center of Crow Wing County and B.L. Broadcasting Family of stations for use during disasters and public emergencies.

CONTACTING THE EMERGENCY OPERATIONS CENTER

In the event we are notified about a public emergency by a member of the public, we will attempt to get substantiation by calling the following numbers until reaching someone in authority:

- Emergency Operations Center: John Bowen, Emergency Management Director
Home: 612-801-0260
Cell: 218-330-3923
Office: 218-824-1044
EOC: 218-829-1711
- Scott Heide, Crow Wing County Dispatch
Office: 218-829-4749
Home: 218-746-4062
Cell: 218-820-7097

DURING EMERGENCIES THE EOC WILL ALERT US

From 6:00 am until midnight, the EOC will call us on 828-1244. If no one answers this line or between midnight and 6:00 am the EOC will call the following numbers until reaching us:

- Dave St. John (Cox) Home: 825-9040 Cell: 838-9793
- Ken Thomas (Hegstrom) Home: 828-8888 Cell: 839-6879
- Bill Satre Home & Cell: 820-4558
- Barry Brueland Home: 825-0543 Cell: 820-1771
- Dan Wileman Home: 828-9806 Cell: 330-9329

The profile of our WJJY-FM which follows is typical of the programming and public service provided by all our BL Broadcasting stations. The WJJY overview details our programming in 2006. The review of our 2007 educational, local programming and public service is not yet compiled but it is very similar in quantity and quality to what follows:



With a voice as powerful as our legendary Paul Bunyan and the determined hard work of his "Babe the Blue Ox", WJJY-FM defines community service broadcasting for five counties in Minnesota's woods and lakes vacationland. Thanks to our dedicated staff, adult contemporary-formatted WJJY leads all area media in a concerted program of community service and education. WJJY-FM is licensed to Brainerd, Minnesota (population 13,178.)

QUANTIFYING WJJY'S FULL SPECTRUM OF PUBLIC SERVICE

In 2006, WJJY broadcast the equivalent of 20 full forty-hour workweeks of news, weather, information and public service (795 hours). When we add up the minutes and hours, we total 83 hours of "Community Focus", 24 hours of the Radiothon to End Child Abuse, 292 hours of news, 182 hours of weather information, 91 hours of :60 second PSA announcements, and 123 hours of :30 second public service announcements. WJJY's 2006 PSA commitment totaled 12,840 minutes. During 2006, WJJY aired 919 separate and unique public service messages.



WJJY'S COMMUNITY FOCUS PROGRAM

WJJY's "**Community Focus**" is the longest-running, community affairs program in the Brainerd area. This noontime interview program is hosted by WJJY's program director, Ken Thomas and news director, Tess Taylor. "Community Focus" runs five days a week, even on many holidays, providing over 245 programs annually and 83 hours of prime-time community information to our listeners.

"**Community Focus**" brings critical issues of public interest and importance to our listeners five days each week. In 2006, WJJY's "Community Focus" featured an ongoing series profiling the non-profit agencies funded by the United Way; a 24 part series on important issues affecting the Brainerd Lakes area, hosted by the directors of the Brainerd Lakes Area Chambers of Commerce; and a comprehensive series on child abuse prevention hosted by experts from local child abuse protection teams. Community Focus also carried 18 segments concerning youth issues, including programs on teen pregnancy prevention, runaways, bullying, and restitution programs for juvenile offenders, 18 on health issues including programs on immunization, and seven segments on cancer prevention, 14 on public safety including topics such as drunk driving and speeding, as well as seat belt and child safety seat use. Community Focus also featured monthly interviews with the city administrators of both Brainerd and Baxter, and 12 programs on education issues including a new pilot program called the "Workplace Learning Academy". The program also addressed domestic violence, methamphetamine abuse, workforce violence, the Medicare prescription drug benefit for seniors, environmental issues and affordable housing, as well as providing information concerning 86 community events and charity fund-raising projects,

WJJY'S WEATHER COVERAGE

When the snow or cold closes schools or makes the buses run late, WJJY is the Lakes Area's first communications source. In northern Minnesota, winter covers a full four months of the school year. Children leave for school in the dark during most of that period and timely school bus information is critical. When the temps drop to 25 degrees below zero, WJJY staffers are at work in the small hours of the morning collecting closings and delayed opening information from schools for constant on-air updates and for continuous updating online at 106.7WJJY.com.



WJJY'S THREE LAYERS OF NEWS COVERAGE

WJJY an ABC News affiliate broadcasting ABC national news every hour, 24 hours daily. In addition, WJJY is an affiliate of the Minnesota News Network for statewide coverage. During prime audience periods, WJJY listeners get a "three layer" newscast of ABC Network, Minnesota News Network and our own local news-pro, Tess Taylor.

WJJY'S "OPERATION BLACK THUNDER"

"On behalf of the Crow Wing County Board of Commissioners and the citizens of Crow Wing County I wish to thank you for the role WJJY has played in proposing and developing the **"Black Thunder"** Alert System which now serves Crow Wing County as an important back-up to the Minnesota statewide emergency alert system.

Although we hope never to have the need to activate the system for a county-wide catastrophe, it is comforting to know that it's there when we need it...because WJJY saw the need."

Peter Herlofsky Crow Wing County Administrator

In cooperation with local and state public safety departments WJJY has developed a procedure to get critical public information on the air rapidly. The resulting **"Operation Black Thunder"** established a protocol for sheriff's dispatchers to trigger warnings and safety notices on WJJY within minutes of an emergency, night or day. This system is

unique to our community in that it was designed to supplement the nationwide Emergency Alert System mandated by the FCC.

WJJY AND THE BRAINERD JAYCEES \$150,000 ICE FISHING FUNDRAISER

Brainerd is home to the largest single-day ice fishing contest in the world. In January 2006, WJJY assisted the Brainerd Jaycees create their statewide marketing campaign. Over 200 one minute promotional messages, broadcast interviews and live reports from WJJY talent helped make this 16th Annual Ice Fishing Extravaganza a success, attracting 11,000 contestants and raising \$200,000 for 30 local charities making this Brainerd fundraising event the largest annual provider of non-profit funding in our area.



WJJY AND THE BRAINERD AREA HOCKEY ASSOCIATION

In 2006 WJJY supported the BAHA (Brainerd Area Hockey Association) fund drive for local youth hockey with a promotional campaign consisting of 75 thirty second announcements and an appearance on "Community Focus" helping to sell BAHA calendars to listeners. The Association raised \$38,000 during this mid-winter campaign.

WJJY'S PROMOTES "SERVICE TO MANKIND"

The Brainerd area is lucky to be served by four "Sertoma" service clubs. Sertoma is an acronym for "**SE**rvice **TO** **MA**nkind). WJJY staffers are active members of three of these area clubs. WJJY has 'adopted' these clubs by airing 230 thirty second announcements supporting Sertoma's fundraising activities including flower sales, scholarship promotion, and member recruitment. In 2006, local Sertoma clubs raised over \$95,000 for local charities and Camp Sertoma, a local camp for children with speech and hearing impairments.



WJJY PROVIDES FREE POSTERS TO LOCAL CHARITIES

In 2006, WJJY partnered with Minuteman Printing to supply posters free-of-charge to local non-profit organizations to announce their events. WJJY broadcast 250 one minute public service announcements offering 25 free posters to help community organizations promote their special events and fundraisers. More than 90 community organizations benefited from this project in 2006.

WJJY AND THE ARMY NATIONALGUARD/COASTGUARD

WJJY airs :30 second psa announcements for both the Army National Guard and the US Coastguard. The donated airtime for the armed services in 2006 was valued at \$19,760 (526 minutes). WJJY also aired 85 minutes of PSA material supporting the establishment of a Brainerd Veterans Center and 30 minutes promoting family reintegration training for returning troops. WJJY has supported our armed services with over \$100,000 in airtime since 2001.



WJJY AND THE AMERICAN RED CROSS

WJJY has a long tradition of supporting the American Red Cross for both their disaster relief agenda and local blood drives. In 2006, WJJY increased our commitment to support Red Cross blood collections in our part of Minnesota. WJJY developed a concerted, 52 week a year campaign to alert listeners to the 70+ blood collection events in our area. In addition to our two major WJJY blood drives, over 750 on-air announcements (500 minutes) directed listeners to our website link to the Red Cross Blood Drive for a complete listing of collection sites, large and small.



WJJY AND THE PASSENGER SAFETY COALITION

"Thanks to your generous donation of studio time, staff hours and psa support, the passenger safety message is getting through and improving safety for all residents of Crow Wing County."

Michelle Jordan, Crow Wing County Passenger Safety Coalition

Working with the Crow Wing County Passenger Safety Coalition, WJJY created and aired an ongoing campaign featuring local police officers and sheriff's deputies. Messages range from seat belt usage to drunk driving warnings. The "passenger safety" announcements aired 624 times (312 minutes) on WJJY during 2006. The annual air time value of the total campaign is over \$11,856. Police officials report that the campaign is working by creating increased awareness among drivers.

WJJY IS BRAINERD'S PUBLIC SERVICE HEADQUARTERS

In 2006 community leaders from all walks of life in the Brainerd Lakes came to WJJY for help with their service agendas. WJJY serves as a community headquarters for planning meetings and a frequent destination for broadcast interviews, and news stories. Community volunteers know their way too....dozens work on our phone bank for our Radiothon to End Child Abuse. From quilting groups to fishing clubs, from the Boy Scouts to the Brainerd Area Hockey Association, WJJY is here to work with them to help them reach their goals.... in Brainerd, if you need a book you go to the library, if you need help with your community service project, you visit WJJY.

For 28 years, WJJY has been recognized as the trusted radio station in the Brainerd Lakes area, bringing community service home every day with consistent quality programming, station-sponsored community events, and personal involvement in the counties, towns and cities we serve. WJJY's record of community service includes being honored as one of the Omni Broadcasting radio stations to receive the first ever Service to America Radio Partnership Award from the National Association of Broadcasters Education Foundation for the station's role in Child Abuse Prevention Radiothons in Minnesota.



WJJY was the only radio station in America to receive a Crystal Award
In 2001 and 2003 and 2007

WJJY MORNING TEAM PROMOTES A HEALTHY COMMUNITY

In January, WJJY morning hosts, Ken and Tess, kicked off a twelve week "Fitness Challenge" campaign challenging other local media personalities to a YMCA co-sponsored fitness contest designed to raise awareness of the dangers of inactivity and obesity. The informational campaign included 180 minutes on WJJY's morning show and three "Community Focus" segments. Ken and Tess won the traveling trophy for the greatest decrease in body fat content among the teams from radio, TV and Newspaper.



WJJY'S AMERICAN HEART WALK 2006

For the 13th year, WJJY co-sponsored the Brainerd Lakes Area American Heart Walk. The radio support included 130 announcements, interviews and live reports from the walk on March 4th. Over 155 walkers pledged \$30,439. WJJY Office Manager and heart attack survivor, Phyllis Schilling led the five-member WJJY walk team raising \$250. Staff time devoted to this event was approximately 25 hours.

WJJY'S "POLAR PLUNGERS" RAISE \$1,345 FOR SPECIAL OLYMPICS

WJJY's "Polar Plungers" employee team won the "Team Costume Contest" while raising \$1,345 in team pledges for this first-time lakes area event. As the media sponsor of the "Polar Bear Plunge" WJJY aired four live interviews with organizers, ran 120 promotional announcements valued at \$2,300, broadcast 'live' from the event and ran a banner ad on our website. On March 11th, 2006 our WJJY team joined 130 other participants for the icy plunge into Pelican Lake. \$37,000 was raised for the Minnesota Special Olympics. Staff time devoted to this event was approximately 40 hours.



WJJY'S "BATTLE OF THE BADGES" SETS MARCH BLOOD DRIVE RECORD

WJJY's "Battle of the Badges" in support of the March 13-17 American Red Cross blood drive urged donors to give blood in honor of either Brainerd area Firefighters or Police Officers. Brainerd Fire and Police Chiefs along with chiefs from towns in a forty mile radius of Brainerd voiced blood drive promotional announcements, as did rank and file officers and firefighters. During the four weeks leading up to the blood drive, WJJY aired three live interviews with Red Cross and medical personnel, ran 155 promotional announcements valued at \$3,100, and provided website support. Blood donors received honorary police or firefighter badges purchased by WJJY with the legend, "Heroes Give Blood". In addition, WJJY provided ten police/fire radio scanners that we're awarded at random to blood donors. Eight WJJY employees gave blood joining the 772 other donors setting a record for this late winter drive. Staff time devoted to this event was approximately 50 hours.



BRAINERD YMCA CHARITY BALL

In March, WJJY co-sponsored the YMCA Charity Ball for our eleventh year. Promotional announcements plus appearances on "Community Focus" started five weeks in advance, and totaled \$2,400 in airtime support. The event raised \$14,630. WJJY Morning personality, Ken Thomas emceed the evening. Staff time devoted to this event was approximately 10 hours.

WJJY'S "ENTHUSIASM AWARD" ENERGIZES CROSSLAKE'S ST. PATRICKS PARADE



Also in March, the WJJY marchers help out at the Crosslake St. Patrick's Day Parade. In nearby Crosslake, WJJY awards \$150 for the most enthusiastic float or marching unit. WJJY promotes this community event with 115 one minute promotional announcements.

Fifteen WJJY staffers planned and participated in the parade donating 50 hours of volunteer time. Nearly all of the more than 60 parade entries compete for the coveted "WJJY Enthusiasm Award." The 2006 winner was the Crosslake Charter School.



WJJY'S "FROZEN FORE" BENEFITS THREE CHARITIES

WJJY co-sponsored the "World's Largest Golf & Snowmobile Event" on March 4th and 5th. Participants paid to play golf in the snow at eight restaurant venues. WJJY's 75 promotional announcements and on-air interviews helped attract 367 participants and raise \$8,700 for local non-profits Ski Gull, Confidence Learning Center, and Pequot Lakes Youth Hockey. WJJY's promotional campaign rescued this event after promotional efforts in the print media failed to create sufficient pre-event excitement. Donated staff time: 15 hours.

WJJY'S HOME SHOW FUNDRAISER FOR KINSHIP PARTNERS

Kinship Partners matches adult volunteers with children of single parent families. Regular outings with the kids let them experience positive role models. On March 30 through April 1st, WJJY shared our exhibit space and station personnel with Kinship at the Brainerd Home Show raising \$900 and promoting Kinship Partners' role of guiding youth. The WJJY/Kinship Basketball toss was promoted with on-air interviews and a \$1,300 on-air schedule of 65 announcements. Staff time donation was 20 hours.



WJJY CO-SPONSORS BRAINERD LAKES MS WALK 2006

WJJY co-sponsored our sixth annual MS Walk in Brainerd on Saturday, May 6th. WJJY's Linda Andrews hosted 212 walkers and 22 MS volunteers from the walk base camp in Kiwanis Park. WJJY aired interviews with walk organizers on "Community Focus", ran 150 minutes of walk announcements recruiting walk teams and broadcast 'live' from the event in our support campaign. A record \$35,765 was raised for the 103 Crow Wing County residents who suffer from MS. Total staff time donated: 25 hours.



WJJY CO-SPONSORS CAMP CONFIDENCE GOLF AND FISHING CLASSIC

The Confidence Learning Center (Camp Confidence) is a Brainerd area resource offering camping experiences to children with disabilities. The camp's major fundraiser, held on June 16th & 17th 2006, is their Golf and Fishing Classic. Amateur anglers donate money to fish with pros on Gull Lake while local and celebrity golfers participate in a golf tournament.

WJJY's promotional campaign included 150 one minute announcements and two "Community Focus" interviews helping raise \$80,000 in this year's Classic. WJJY staffers donated 30 volunteer as cooks and servers for the banquet held in conjunction with this event.



WJJY IS A MAJOR FORCE IN BRAINERD'S JULY 4TH PARADE

WJJY co-sponsored the Brainerd 4th of July celebration with the Community Action Committee. One of the largest celebrations in Minnesota, it features a 125 unit parade viewed by over 20,000. WJJY is the primary media sponsor of this community event providing over 100 minutes of promotional airtime and 125 hours of staff time to enhance this important community tradition. Forty of

our WJJY staff, family, and friends march together as the "WJJY Marchers" while offering over \$13,000 in cash and prizes to 3,000 people along parade route holding up WJJY winner banners. This event is important both economically to the Brainerd business community and as a source of community pride.



WJJY IS GOLD SPONSOR OF SUSAN G. KOMEN BRAINERD "RACE FOR THE CURE"

On July 1st, WJJY was the "Gold Sponsor" for the 7th annual Susan G. Komen "Race for The Cure" at Don Adamson Field in Brainerd. WJJY staffers filled four key chairs on the race committee. WJJY's sponsorship included 150 one minute promotional announcements, two "Community Focus" appearances and the top website position on the WJJY site. We also sponsor the "Tinkled Pink" portion of the race by providing \$1,000 in prizes for donors who design the most creative decorations for the port-o-potties at the race site. Over 1700 participants generated \$45,000 in donations, \$9,000 more than 2005. Since its inception in 2000, the Brainerd Lakes Komen volunteer group has granted over \$200,000 locally for breast cancer treatment, screening and education, as well as over \$57,000 to Komen for the Cure® for breast cancer research. WJJY staff invested over 50 volunteer hours on the Komen Race for the Cure 2006.





WJLY COUPON BOOK SALE SUPPORTS BRAINERD HIGH SCHOOL MUSIC DEPARTMENT

In September, WJLY co-sponsored the Brainerd High School Music Department coupon book. Students from the High School band and choir sold books to help pay their way on their Spring performance tour to Southern California. WJLY's on-air commitment of 80 promotional announcements and interviews with student band and choir members helped sell 1,300 coupon books and contribute \$14,300 to the student's individual travel accounts. Staff time donated: 10 hours.

WJLY CO-SPONSORS UNITED WAY CHILI COOK-OFF

Crow Wing County's United Way kicked off the 2006 campaign appeal with a chili cook-off at the Westgate Mall in Brainerd. As co-sponsor, WJLY aired a promotional campaign of 60 one minute messages along with coverage on "Community Focus". WJLY's morning team cooked their chili recipe on-air and later served it at the cook-off. Over 50 local businesses and organizations served chili to an estimated 500 at the event. The cook-off primarily serves as the official United Way fund appeal kick-off and also raised \$4,000 for the 2006 drive. Staff time donation: 15 hours.



WJLY SUPPORTS FOOD SHELVES WITH "SCOUTING FOR FOOD" DRIVE



THANK YOU!

For the 13th year WJLY co-sponsored the Boy Scouts of America's "Scouting for Food Drive". Cub Foods, Wells Fargo Bank and WJLY team up with local Scout troops who leave collection bags at area homes and later, go door-to-door picking up food donations. In 2006, WJLY's aired 76 minutes of promotional announcements voiced by Boy Scout supporters in the area and carried two interviews on "Community Focus". On October 7th, nearly 11,000 pounds of food was collected to fill area food shelves. WJLY staffers worked on the planning of this drive and with food collections along with the scouts donating 20 hours of volunteer time.

WJLY'S "BRING A BUDDY" BLOOD DRIVE SETS 9 STATE RECORD

WJLY has a long tradition of supporting the American Red Cross for both their disaster relief agenda and local blood drives. In October WJLY sponsored our second "Bring-A-Buddy" blood drive in Brainerd. The object was to encourage regular donors to bring a "new" donor. Working with our local Mills Fleet Farm store, WJLY provided \$15 gift certificates to both the regular donor and the "new" donors recruited to give blood. WJLY aired a series of live interviews with Red Cross volunteers, ran 140 one minute promotional announcements, broadcast 'live' from the site of the drive, carried a featured link on our website and distributed \$7,000 in gift cards to new donors and their 'buddies'. The campaign resulted in a new five-day collection total for the nine-state Red Cross North Central Region of 1,007 units of blood (nine donated by WJLY staffers). The drive recruited 280 new donors, over 20 times the expected turnout of first time blood donors. In May, WJLY received the American Red Cross **National Biomedical Achievement Award**. This Red Cross award is given nationally to a single person or organization for extraordinary achievement in the field of blood services; increasing blood collections, reducing cost to the Red Cross and reinforcing the Red Cross image. WJLY General Manager, Mike Boen accepted the award at the 125th annual meeting of the American Red Cross in Washington DC.



WJJY HELPS DIABETES WALK SET NEW RECORD

On October 7th, WJJY sponsored the Brainerd/Baxter Diabetes Walk. A four week on-air campaign featured area Diabetes sufferers, their families and medical experts urging Diabetes testing as well as support for the walk. Our 145 minute support schedule and live broadcast from the walk along with "Community Focus" interviews helped raise over \$40,000 for diabetes research. WJJY Account Manager, Colin McDonald, a diabetes sufferer himself, broadcast 'live' from the walk.

We are happy to report we had 200 walkers and raised \$40,154. Special thanks to Colin MacDonald for his promotional help. I know Colin lives with diabetes every day. I got great comments from people who Heard their appeals on WJJY.

-Mary Paine
Diabetes Walk



16TH ANNUAL WJJY "COATS FOR KIDS"

During the month of October, WJJY encouraged listeners to donate new and gently used cold weather clothing for distribution by Kinship Partners. WJJY's appeal included two "Community Focus" segments, 140 one minute on-air announcements and website links. David Downing, Kinship Partners Program Coordinator, thanked WJJY for our work on "Coats for Kids" 2006...

"The 'WJJY Coats for Kids' project brought in over 2,500 coats, hats, mittens and boots for Brainerd area kids in need. I'm sure that many of the children we serve would go without warm clothing

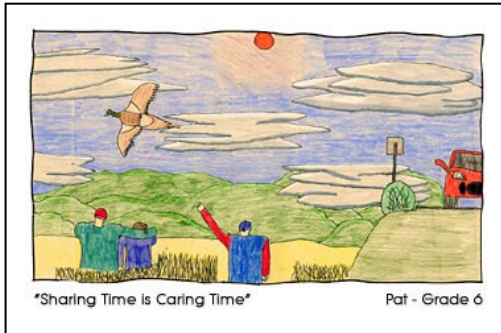
this winter if it weren't for WJJY. And, thanks to all the station employees who lugged those hundred of garments over from Crystal Cleaners....they're great!"

WJJY'S RADIOTHON TO END CHILD ABUSE 2006



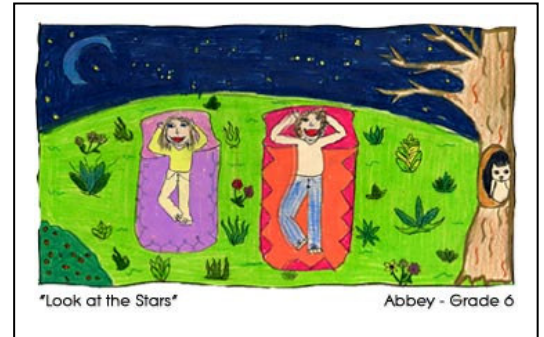
WJJY's **Radiothon to End Child Abuse** marked its 13th year on December 7th & 8th, 2006. The Radiothon project actually covers six months of preparation and over 200 hours of staff volunteer time working with our County volunteers starting with our first planning meeting in July. We at WJJY felt the \$637,000 raised by our previous twelve Brainerd Radiothons was making inroads on child abuse in our three participating counties. But since 2004, a building threat to children, in the form of methamphetamine labs, contributed to an increase in child abuse and neglect by addicted parents. Motivated by this newest danger to children, the community came together and pledged a near record \$88,085 during Radiothon 2006.

WJJY's 24-hour Radiothon effort has expanded to also include a week of public education on child abuse prevention preceding the event, a dedicated website (over 40,000 page views), and an online auction that raised nearly \$34,000 of total Radiothon donations. Preceding the Radiothon, over 75 minutes of air-time is devoted to local professionals who educate listeners about child abuse and neglect.



Morning show personalities Ken Thomas and Tess Taylor, host the Radiothon in a marathon endurance feat that has them both on the air for twenty-one of the thirty-one hours surrounding and including the Radiothon itself.

500 school children designed posters depicting
"Families Having Fun"
 Three are pictured here



The WJJY Radiothon to End Child Abuse is an event that the community has come to support enthusiastically. The Radiothon theme song, "Dear Mr. Jesus" is a heart rending song by a little girl ending with the lyric, **"Dear Mr. Jesus, please tell me what to do, and please don't tell my father but my Mommy hits me too."** When this song is played at the top of every hour, the pledge lines come to life and the handkerchiefs come out all over Brainerd.



A member of the Crow Wing County Child Protection Team writes: "When the Radiothon was initiated in this area in 1994, we were thrilled to help raise \$12,000. We never imagined that thirteen years later the WJJY Radiothon effort would contribute over \$725,000 to child abuse prevention with the entire community embracing and supporting the cause with such passion."

WJJY HOLIDAY HELPER FOOD BASKETS



Life size cut-outs of
WJJY's Ken & Tess
 Displayed at Cub Food
 Stores



In December, Ken Thomas and Tess Taylor of the WJJY morning show made an appeal for donations to help purchase "Holiday Helper Food Baskets" for people served by the Brainerd Salvation Army. Life size standees of Ken and Tess appeared in our two local Cub Food markets urging shoppers to make one more holiday donation. Each basket contained a turkey, potatoes, stuffing, rolls, vegetables, and of course, cranberry sauce.

WJJY's campaign which was co-sponsored by our local Cub Foods Stores, attracted \$9,360 in contributions, enough to purchase 624 food baskets (at \$15 each) and providing holiday meals for 1,998 people who receive help from our local Salvation Army Food Shelves. Our promotional campaign included 27 'live' morning show announcements and 75 produced thirty-second announcements along with two "Community Focus" interviews in a total campaign valued at \$3,800.

Bonnie Sahf of the Salvation Army wrote:

“Thanks to Ken & Tess and the WJJY Morning Show, we have received \$9,360 to pay for 624 food baskets providing holiday meals to 1,998 people here in the Brainerd area. At this time of year, people are stretched thin and your “Holiday Helper Food Baskets” really made a difference for those in need. It’s comforting to know that the Salvation Army can count on WJJY and your listeners when the need is great. Merry Christmas and Thank You!”

TOYS FOR KIDS PARTNERS WITH WJJY FOR 13TH YEAR

WJJY’s on-air appeals for the Marine Corp League’s annual Toys for Kids collection included 65 live and produced one minute promotional announcements and two “Community Focus” interview segments. Station staffers and listeners purchased and piled toys in the WJJY lobby requiring two separate collections by the Marine League. With help from WJJY, Marine League members and active Marine Corp soldiers distributed toys to 350 families (884 children) in the days before Christmas 2006. Donated staff time: 10 hours



WJJY AIR STAFF ‘BOWLS FOR BETHANY’



WJJY air-staff supported the Bethany Good Samaritan Village on their “Bowling for Bethany” fundraiser. Bethany provides health care for the aged including an Alzheimer’s center on their Brainerd campus. WJJY aired 40 minutes of PSA announcements and ten live morning show segments promoting the bowling fundraiser. The WJJY team raised \$150 and won the charity tournament helping the Bethany folks raise \$2,400 to pay for special events held at the home for their senior residents.

WJJY COMMUNITY SUPPORT EXTENDS BEYOND OUR AIRWAVES

WJJY’s community service agenda doesn’t stop when we turn out the lights or step away from the microphone. As community volunteers, WJJY staffers spend over 1,300 hours of personal and company sponsored volunteer time helping scores of organizations in every part of the Brainerd community. In a small community, volunteerism is a way of life and WJJY and our people take it seriously both as a radio broadcasting entity and as individual community members.

In 2006, WJJY donated over \$31,000 in cash and prizes to area civic events, high schools, service clubs and benefit fundraisers. WJJY encourages employees to become community leaders by providing necessary free time during the work week to do volunteer work. We pay 50% of member dues for service club membership which increases to 100% if the employee takes a leadership role in the club. WJJY’s website features the Brainerd Lakes Area calendar of events and regularly carries banner ads and links for community fund raisers. We even created and promote a website connecting people who have lost or found pets in the Brainerd Lakes.

WJJY STAFFERS SUPPORTED THESE ORGANIZATIONS IN 2006

American Red Cross – General Manager, Mike Boen works weekly with the American Red Cross coordinating the promotion of over 50 local blood drives and was recognized at the Red Cross 125th annual convention in May with the National Biomedical Achievement award for his work in this area. Mike volunteered over 125 hours for the American Red Cross in 2006. Mike is also a frequent blood donor.



Brainerd Diabetes Walk – Account Manager, Colin MacDonald, has diabetes. Colin coordinated marketing for the walk, and participated on the day of event as a walker and Master of Ceremonies.

Brainerd Heart Walk – Office Manager, Phyllis Schilling served as Communications Chair for 2006 Brainerd Heart Walk and as a Heart Walk team leader in 2006 Phyllis raised \$250 for heart research.

Brainerd Lakes Area Chambers of Commerce – WJJY staffers Bonnie Franke and Tom Albrecht. served on the Member Resource Committee, the Commerce and Industry Show Advisory Committee and the Chamber Annual Golf event donating 40 volunteer hours between them.

Brainerd Volunteer Fire Department – WJJY supports our station engineer and IT manager, Dave St. John in his duties as a volunteer fire fighter and captain for the Brainerd Volunteer Fire Department. Dave is often called away from the radio station to respond to emergency fire calls, occasionally for many hours. In 2006 Dave responded to 300 of 455 calls and spent an additional 150 hours in training to improve his skills. As an EMT, he is on a first response team for accidents and emergencies, is a member of the Hazardous Materials response team, and the County Sheriff department dive/rescue squad.

Brainerd Noon Sertoma – WJJY staffers, Mike Boen and Bonnie Franke are active members of this largest of all Brainerd Area service clubs. Between Mike and Bonnie, they contributed over 100 hours in 2006 working on Sertoma projects including speech and hearing testing for elementary students, Sertoma's flag display project, highway cleanup, Winter Wonderland, and Salvation Army bell ringing among others. Boen is also a member of the Northern Lakes Sertoma Club.

Crisis Line Referral Service – Account Manager, Bonnie Franke volunteered 180 hours this year for Crisis Line Referral Service. Volunteers are 'on call' to counsel troubled teens and adults.

Coats for Kids - WJJY staffer, Brian Churack, organized and supervised this year's warm weather clothing drive collecting 1,500 cold weather clothing items for distribution by **Kinship Partners**. Brian and nine other employees spent 40 hours delivering clothing and working on project details.

Children's Hospital - As a Master Mason and a Shriner, Account Manager, Brian Churack volunteered 25 hours fundraising for the Shriner's Children's Hospital

Kinship/Partners "Taste of the Lakes". – WJJY's Ken Thomas MC'd for this organization in 2006 along with the **Brainerd Distinguished Service Awards**, **Nisswa Women of Today Dinner** and the **Brainerd Amateur Hockey Association** annual dinner. Ken also performs with a musical comedy revue called **The Swingin' Sertomans** which raised \$18,000 for community donations in 2006.

League of Women Voters – WJJY's Linda Andrews served as media panelist for the 2006 League of Women Voters' Election 1006 debate series. Linda was also Master of Ceremonies at fund raisers for the **Zonta Women's Club** and the **Crosby/Ironton Fire Department**.

Legacy Chorale of Greater Minnesota – WJJY Webmaster, Bill Satre, volunteers his web skills for this regional performance group and for the **Kids Act** youth theater troupe creating and maintaining their websites with 35 volunteer hours annually.

Mounted Eagles – WJJY Production Director, Andy Hammre, volunteered over 150 hours in 2006 for the Mounted Eagles, Inc. providing Equine Assisted Therapy (horse riding) to children and adults with mental and physical challenges.

Northern Lakes Sertoma – WJJY General Manager, Mike Boen, started this club in nearby Pequot Lakes and serves as club secretary. Mike donated 60 volunteer hours working on club projects and fundraisers helping build a 2006 sponsorship fund of nearly \$10,000 that paid for \$2,000 in scholarships, new park benches, hearing aids, and cash donations to eight Pequot Lakes community organizations. Sertoma is an acronym for **Service to Mankind**.

Polar Bear Plunge – Six WJJY staffers raised \$1,345 and took the polar plunge into icy water at this first time Brainerd area fundraiser for **Minnesota Special Olympics**.

Relay for Life – WJJY staffer Bonnie Franke volunteered 10 hours on the Brainerd Relay for Life planning committee while production director, Andy Hammre served as MC for the full 18 hours

Ski Gull, – WJJY Account Manager, Colin MacDonald served as Master of Ceremonies for this successful fund raiser as well as events for **Nisswa Area Women of Today** and the **Minnesota Vikings Children's Fund**

Sunrise Sertoma – WJJY Sales Manager, Jeff Hilborn, volunteered 150 hours in 2006 on Sunrise Sertoma charitable and fund raising projects including Brainerd High School "**Liftathon**" fundraiser, the **Sertoma Flower Sale**, the **Sertoma Brat Feed** and the Kinship Partners **Kids Bowling Night**.

Susan G. Komen Race for the Cure – Account Manager Kim Watson spent over 75 volunteer hours as local Sponsorship Chair of the Brainerd Lakes Komen Race for the Cure. Kim also served as National Sponsorship liaison as well as prizes and donations chair and was nominated for the Sun Chips National Volunteer of the Year. Account manager, Bonnie Franke also volunteered 15 hours for the planning committee serving as secretary.

Youth Emotions Anonymous – WJJY Mid-day Announcer, Linda Andrews volunteered 50 hours with "YEA" (Youth's Emotions Anonymous) group for teen-aged girls at risk as a group facilitator every week during 2006.